

2018 NATIONAL PROGRESSIVE NARRATIVE PROJECT

RESEARCH PARTNERS



METHODOLOGY

GQRR conducted a national mixed-mode survey among 2400 registered voters with TargetSmart partisanship scores over 30. The sample was comprised of a base sample of 2000 and nationally representative oversamples of 200 each among African American and Latinx voters. The survey was conducted April 17–29, 2018, with 1500 online interviews and 900 live telephone interviews. Oversample interviews were conducted by telephone only. Fifty nine percent of live interviews were conducted on cell phones.

While margin of error cannot be calculated among web respondents, a total probability sample of 2400 has a MOE of +/- 2.0 percentage points at the 95 percent confidence interval. Margin of error is higher among subgroups.

GQR conducted 8 focus groups from Feb 20 – Mar 1, 2018, among registered voters with varied past vote history and likelihood of voting. Partisanship among Latinx, African American, and millennial groups leaned Democratic. Groups among white voters were composed of independents and weak partisans. Groups were conducted online nationally and in Las Vegas NV, Southfield MI, and Orlando FL.

KEY FINDINGS

There is not one progressive message that captures the current mood. In focus groups as well as in the survey, more than one narrative stands out as voters are simultaneously focused on their own daily struggles and wanting a break from the chaos and division that has been sown by this Administration from Day 1.

President Trump is at the root of most voters' anxieties about the direction of the country, significantly more so when it comes to social issues, and a huge motivating factor in their decision to vote this midterm election.

The thread that really ties these narratives together is change; namely, electing those leaders who will protect our communities and freedoms that are under attack and work to unrig our economic system.

Our biggest hurdle we must overcome is voters' weariness about the current state of affairs, with many making the conscious decision to tune out the drama. Offering proof points around new leaders and positive change will be key to engaging these voters and turning out lower propensity audiences.

FOCUS GROUPS

THE MOOD: SUMMARY

Generally speaking, people know the economy is improving. They see the stock market rising and unemployment down. Yet, many are struggling with the daily cost of living, especially when it comes to affording healthcare.

The current mood about the country, however, is driven less by these struggles and more by the chaos and division sowed by Trump's election. People agree that there is more that divides than unites Americans these days. There is some anxiety around social media; voters feel social media has upended many norms of how we communicate and believe it is partly responsible for much of the divisiveness.

Political parties are tarnished and weak, defined by traditional stereotypes and failures of governance. People trust few institutions or politicians.

VOTERS FIXATED ON DAILY CONCERNS, COST OF LIVING

Participants not terribly informed about the news coming out of D.C., pay more attention to daily concerns. Voters note job security, but still express unease about finances.

I think there's still a lot of people just cobbling together jobs. People just working multiple jobs, not working full time jobs, doing different things to earn money. I don't think the economy is as fully strong as people think it is.

–White man, FL

I don't really consider the economy, like as long as I got a job because that's all I care about honestly.

–Latinx man, NV

Everything's costly, the prices, everything, food, no matter, the prices have gone up and I believe the economy is not level no matter what state you're in.

–Latinx man, FL

They keep saying we have so many jobs, but people are not realizing what kind of jobs. They're not jobs with benefits that you can live off and buy a house with.

–African American woman, MI

Things are going quite well for me these days. I have a job that I enjoy, I have pretty decent health and family on both sides that love and care for each other. The only thing that isn't going as well, is my preference to be financially ready for when I do retire.

–White Woman, MI

STRESS ABOUT COUNTRY IS LESS ABOUT THE ECONOMY OR PARTICULAR ISSUES, MORE ABOUT DIVISIVENESS, CHAOS

- Voters are anxious about the future. Life is moving faster, the way we communicate has changed drastically, social media has upended norms—and not in a positive way.
- Participants blame social media for much of the divisiveness, but also a President who has given racist voices permission to express their view.

In 39 years, I have never seen so much opinion, and difference of opinion, come out on the social media scene. We never had social media to the degree that we have, and it really is just frustrating to watch people... All over Facebook, you can't go on without seeing a friend or two going at it over politics. And it's just a shame that that platform has gotten us to be divisive, as I think we are.

—White man, FL

WHITE VOTERS ARE MORE INSECURE ABOUT WHERE THEY FIT IN A COUNTRY THAT IS BECOMING MORE DIVERSE

I do not think of my race. That could be because I am white and have not really had to. I think a lot of races try to close themselves off to other races. I want all races to view each other as equals. One not better than the other.

–White woman, KY

Is race important to me? I don't look at myself as a white guy. I just think of myself as a guy. If I continue to look at the things that I am that divide me from everybody else... there'll always be something.

–White man, FL

I don't feel like I'm fitting in. Race and ethnicity isn't important to me but it seems too important to other people. It's like that's all they are.

–White woman, AL

I almost feel excluded because I am a white, educated, female.

–White woman, NJ

I think why we see so many problems with race now is because it has to do with social media things too. People are raising awareness of how other people feel. If you're black – and these things with the police – people didn't realize before. Or they didn't believe them. Until now you have a video of it and see, "Oh, these things are happening."

–White man, FL

LATINX VOTERS WORRY ABOUT MEMBERS OF THEIR COMMUNITY WHEN IT COMES TO IMMIGRATION

They just want to deport all of them. They're like, "Go back to your country", but they're not thinking at one point, like somebody mentioned, they work – they have worked really hard. They have worked really hard, all of them.

–Latinx woman, FL

He's made it clear numerous times that he's racist and that he don't like Latinos.

–Latinx millennial woman, NV

We even have problems with the neighbors. A lot of times it's because they see us—either a Mexican or a black person—they see us as less.

–Spanish-speaking Latinx woman, NV

Everything he says when it comes to the Latino community is negative. He's saying that we are rapists and murderers. I think he's posting on Twitter about MS-13. It's like, we ain't hear nothing about MS-13 in like 10 years, people. Now like five tweets back to back.

–Latinx millennial man, NV

AFRICAN AMERICAN VOTERS, ESPECIALLY WOMEN, FOCUS ON RACIAL DIVISIONS

Being black has brought many disadvantages to my life, so I'd like to think that one day we can move past it.

–African American millennial woman, UT

It's real scary living in America, not knowing what's going to happen next. Especially with who is in control. I don't watch the news.

I'm scared to watch the news.

–African American millennial man, MI

For the people who are racist, who didn't show it, now it's okay.

–African American woman, MI

My ethnicity is very important to me. It somewhat defines me. Many times I do not feel included. I feel alienated from work groups and in other settings that are not as diverse. I feel that I have to work harder to prove to people that I am not the stereotype that they think I am. Sometimes it may be me thinking that but in the past I have found that it's true that someone has thought of me in that way.

–African American millennial woman, NY

I talk to one of my coworkers. And she's not prejudiced or anything, but I find she really doesn't understand.

–African American woman, MI

MILLENNIALS SEE DIVISION, BUT MOST HOPEFUL ABOUT DIRECTION OF THINGS

When I think of diversity I think that we are as a country going in the right direction but there is a long way to go. Recently there has been more representation of diversity in media and within politics but there is still a ways to go.

–African American millennial woman, NY

I am half white and half Afro-Colombian. I have never felt included or a sense of belonging in any community. My whole life I've been told I have to be black, that I'm not Hispanic, or that I act too white. My race defines everything about me. It's just a shame everyone else wants to define it for me.

–Latinx millennial woman, IL

I am an African American woman, so race relations is very important to me... my generation is very good at making you feel included.

–African American millennial woman, VA

I grew up around people who are gay, transgender, different religions, different races, and it has made me more open minded. I believe I can learn from those around me even if we are different.

–White millennial woman, CO

There are certain practices in place like systematic racism is a thing, however it's mostly kind of based on income. I don't really see racism in America as much as I see the division between classes, that's like the new thing.

–Latinx millennial, NV

REPUBLICANS

“Over time, I think there are more things that separate us. We have to watch how we act and we say. Everyone has gotten so ‘politically correct’”

– White Woman, OR

“I think that having to worry so much about being politically correct is swinging the pendulum in a direction that is not pretty.”

–White Woman, NJ

CONSENSUS THAT MORE DIVIDES THAN UNITES US

Respondents agree that tragedy and disasters unite the country, but little else.

“When Obama was in office it seemed people were more welcoming and more open. Now that Trump is in office, everyone is like eff you and angry and pissed off.”

– Latinx woman, NV

“Race and wealth are the main things that separate us.”

–African American millennial woman, LA

DEMOCRATS

VOTERS DISTRUSTFUL OF POLITICIANS AND INSTITUTIONS

Political parties foment conflict, advance their own agenda.

That was always my belief, was that they fought for the people. I kind of feel now—and I hate to always sound negative—but I feel like both political parties just kind of fight for themselves.

—White man, FL

You know what, every time there's an election, I don't believe any of them, so it's basically like I'm just going to pray for our country and hope everything goes good because whoever is in office, it's all the same.

—Latinx millennial woman, NV

I think [Democrats] are more for working class but politicians are all about themselves and their gains.

—White woman, NJ

Democrats are a bit better, but they're still affected by corporate lobbying, just like Republicans, which is an issue.

—Latinx millennial man, CA

Personally I think the two-party political system is like an ancient thing that needs to be done away with.

—Latinx millennial man, NV

DEMOCRATIC BRAND

For the working class.

—Spanish-speaking Latinx woman, NV

Lower class. Middle class and lower income levels I think.

—White man, FL

I think they are more for helping the lower income Americans and I am one of them.

—White millennial woman, OH

Democrats tend to stick up for the lower class and minorities a bit more. They represent my values in terms of promoting more equality.”

—White man, FL

They have gotten totally lost. They used to want to help the average person, but now they champion all the left ideas and minority voices. They have lost the middle of America.

—White woman, IN

Democrats want to live off of everyone else. They think the rich should pay for everything and the government is there to live off of.

—White millennial woman, NC

Democrat is becoming just another word for socialism.

—White woman, OH

REPUBLICAN BRAND

Traditional values of small government.

—White woman, AL

There's a difference I've noticed. There's politicians that talk to us and think we're stupid... It seems to me that Republicans are a little more direct and they're not treating me as a stupid person.

—Spanish-speaking Latinx woman, NV

They stand for smaller government, tax cuts, less spending, less social programs.

— White woman, FL

For me, they don't represent what they say. I can see being fiscally conservative, but they don't ever do it. They say they want to cut the budget, they say they want to balance, and then they spend just as much as anybody else.

—White man, FL

Not really sure what they stand for anymore. Things that just popped in my mind if I hear today's Republican is guns, money. I picture mostly a Caucasian older gentleman, kind of like the monopoly guy.

—Latinx man, NV

They just make sure the rich get richer.

—African American woman, MI

I think they are more for big businesses and rich people.

—White woman, OR

MOTIVATION

THE MOOD: SUMMARY

Progressive and swing voters are divided on whether or not they are more motivated to vote this year than in the past. For those who are more motivated, Trump is important in their decision to vote. Among voters who say their motivation is about the same, nearly half are just as motivated because they see it as a civic duty, while others are just as unmotivated because they are disengaged and disenchanting with politics.

The most motivated voters are white, liberals, older African Americans, college graduates, and higher income. The least motivated voters are younger African Americans, Latinx voters, non-college graduates, and lower income

After hearing messages, low-propensity voters with turnout scores below 60 as well as those who rate themselves less motivated at the start disproportionately move towards greater motivation. These include low-propensity Democrats and liberals, millennials, African Americans, Latinx voters, independent women, and non-college graduates.

SURVEY DEMOGRAPHICS, EXCLUDED STRONG GOP PARTISANS

GENDER

44% Male
56% Female

AGE

52% Under 50
47% 50 and over

PARTISANSHIP SCORE

55% 70-100 (Democratic)
31% 69-31 (Non Base)

RACE

67% White
15% African American
11% Latinx

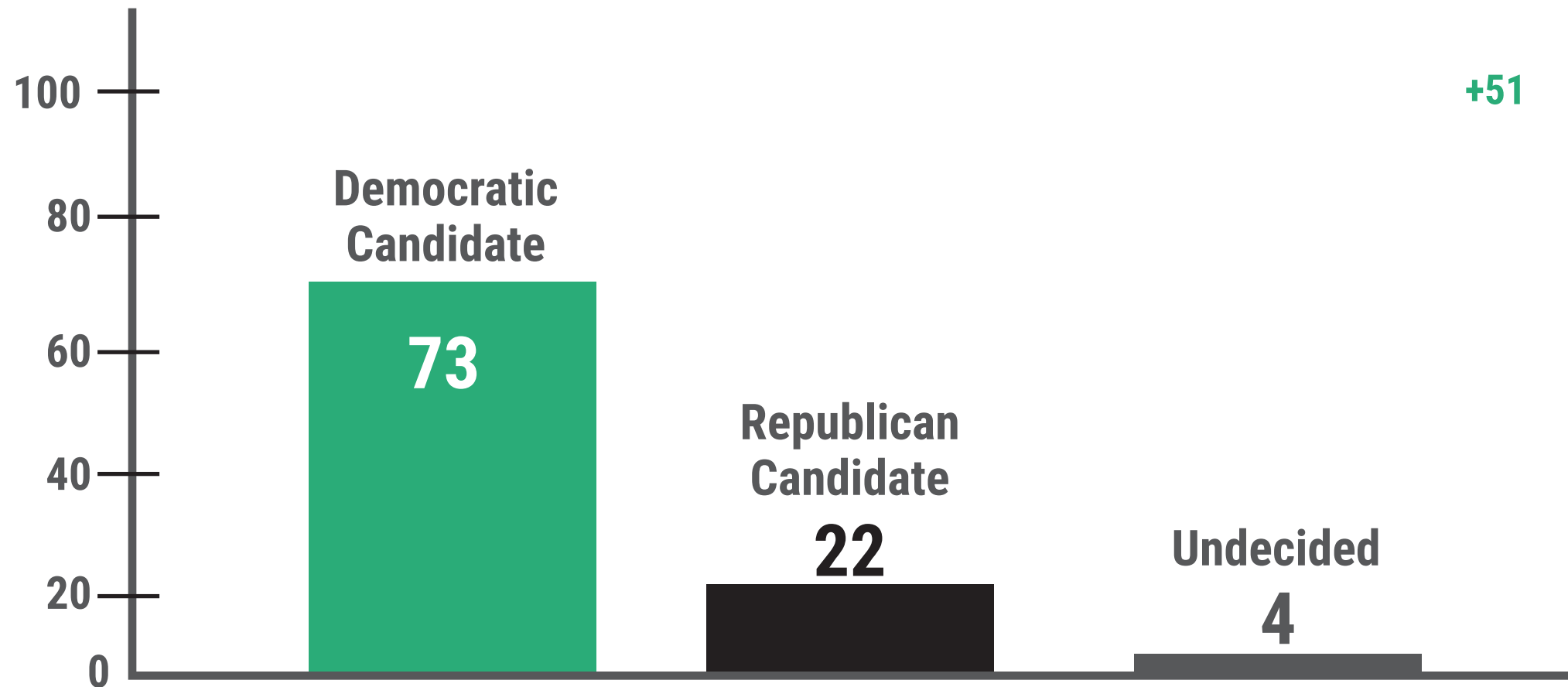
PARTY IDENTIFICATION

55% Democrat
31% Independent
13% Republican

NOTE: The partisanship model defines voters who have a score of 0-30 as likely Republican. This survey has respondents with scores 0-30 removed from the sample.

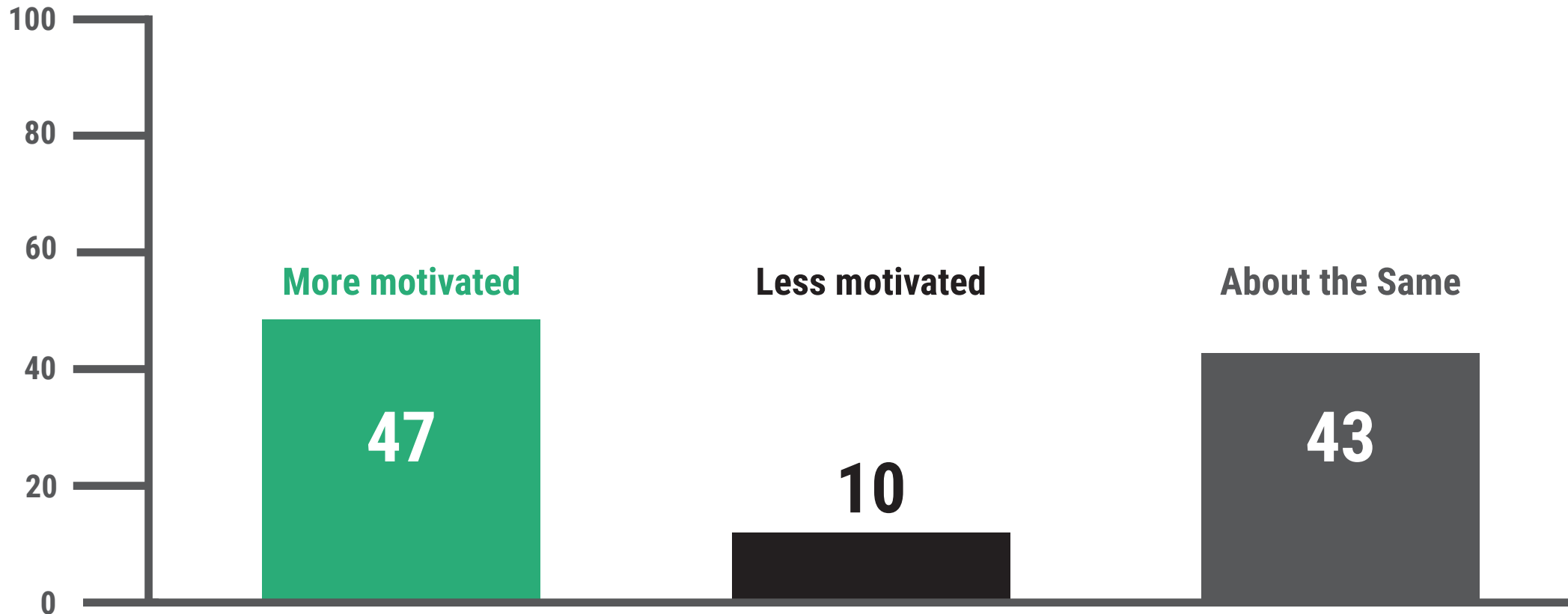
AMONG THESE VOTERS GENERIC DEMOCRATIC CANDIDATE CLAIMS 3-TO-1 LEAD OVER REPUBLICAN

Thinking about the election for U.S. Congress in November, if the election were held today, for whom would you vote: the Democratic candidate or the Republican candidate?



VOTERS SPLIT BETWEEN BEING MORE MOTIVATED THIS YEAR OR JUST FEELING THE SAME

Compared to previous elections, do you feel more or less motivated to vote this year?



VOTERS MOTIVATED BY OPPOSITION TO TRUMP AND THE GOP, BUT ALSO MORE GENERALLY WANT CHANGE

(IF MORE MOTIVATED) Why would you say you are more motivated to vote this year?

MORE MOTIVATED	%			
ANTI-TRUMP/GOP	49	OTHER	40	PRO-TRUMP/GOP 5
Anti Donald Trump	21	We need a change/new Congress	18	
Get Republicans out of office	14	Civic duty	11	
Country headed in wrong direction	10	Political environment	8	
General negative about GOP	15	Elect Democrats	7	

“Our country is headed in the wrong direction and I feel that more people need to go out and have their voices heard.”

“We have do whatever it takes to control the legislature to stop Trump from destroying our country.”

MANY VOTERS WHO SAY “THE SAME” ARE ACTUALLY DISENGAGED VOTERS

(IF SAME MOTIVATION/NOT SURE) Why would you say you are neither more nor less motivated to vote this year?

NEITHER MORE NOR LESS MOTIVATED	%
CIVIC MINDEDNESS	49
I always vote/equally motivated	38
Voting is a right/privilege/civic duty	12
Want change in the government	6

“I think it’s my duty as a citizen of the United States to vote, and the feeling is just the same.”

“Tire of the same old, same old good old boy system in place in politics. Failure of elected officials to represent the people who elected them.”

DISENGAGED	37
Lack of interest/information	15
Don’t like the candidates/politics	10
Nothing ever changes	7
I just don’t vote	3
Vote doesn’t count/not heard	2
Don’t vote in midterm elections	2

SENSE OF POWERLESSNESS, LACK OF INTEREST AMONG DISENGAGED AND UNMOTIVATED VOTERS

(IF LESS MOTIVATED) Why would you say you are less motivated to vote this year?

LESS MOTIVATED	%
Don't like the candidates	15
Nothing ever changes	11
Too much drama	11
Negative comments about pols	11
Donald Trump	8

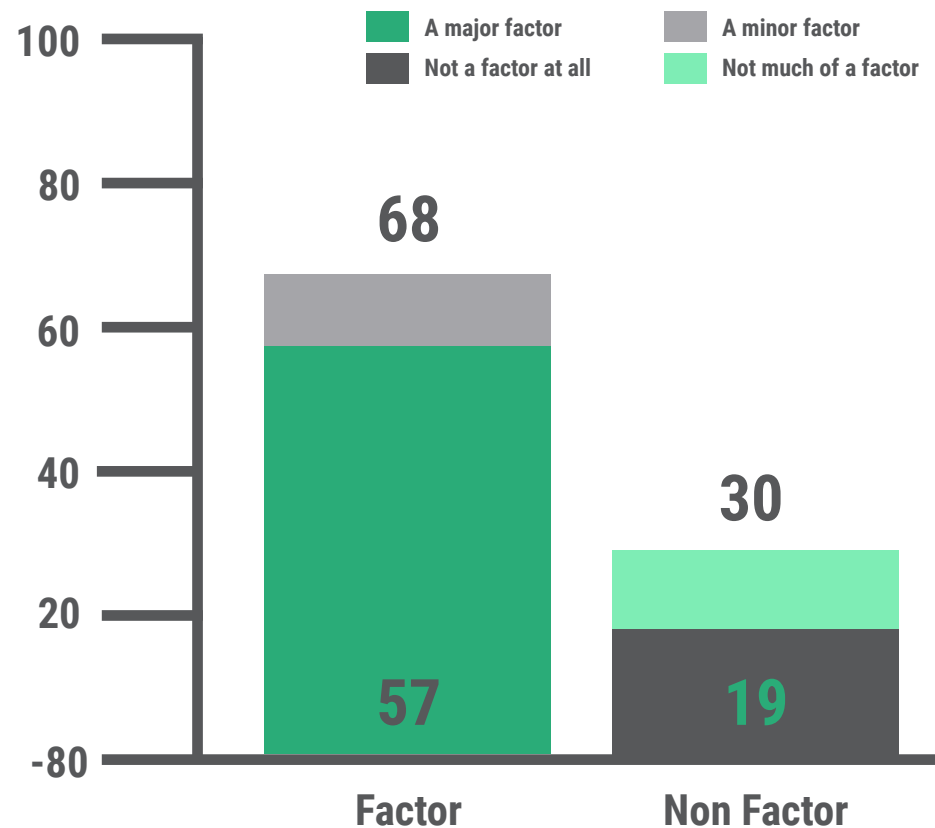
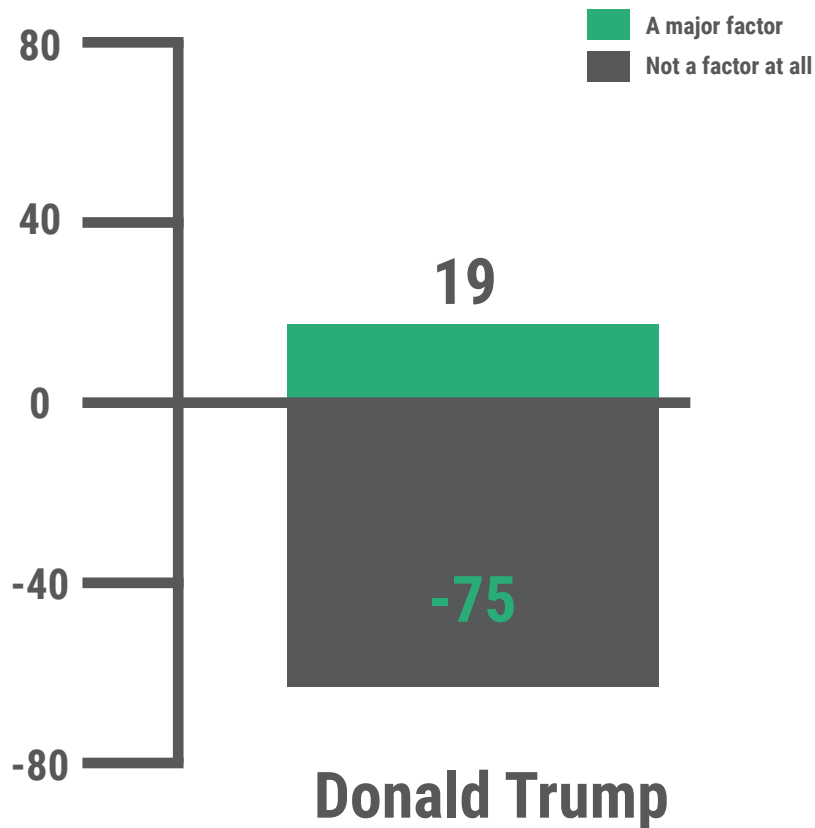
LESS MOTIVATED (CONTINUED)	%
Disappointed in last election	7
My vote doesn't count	6
Don't vote in midterm elections	3
Barriers to voting	1

“I am less motivated because Congress and the Senate vote not on behalf of the people, but vote on behalf of their personal decisions and on the lobbyists.”

“People are getting too political and it's making a great divide between people. I don't want to be involved.”

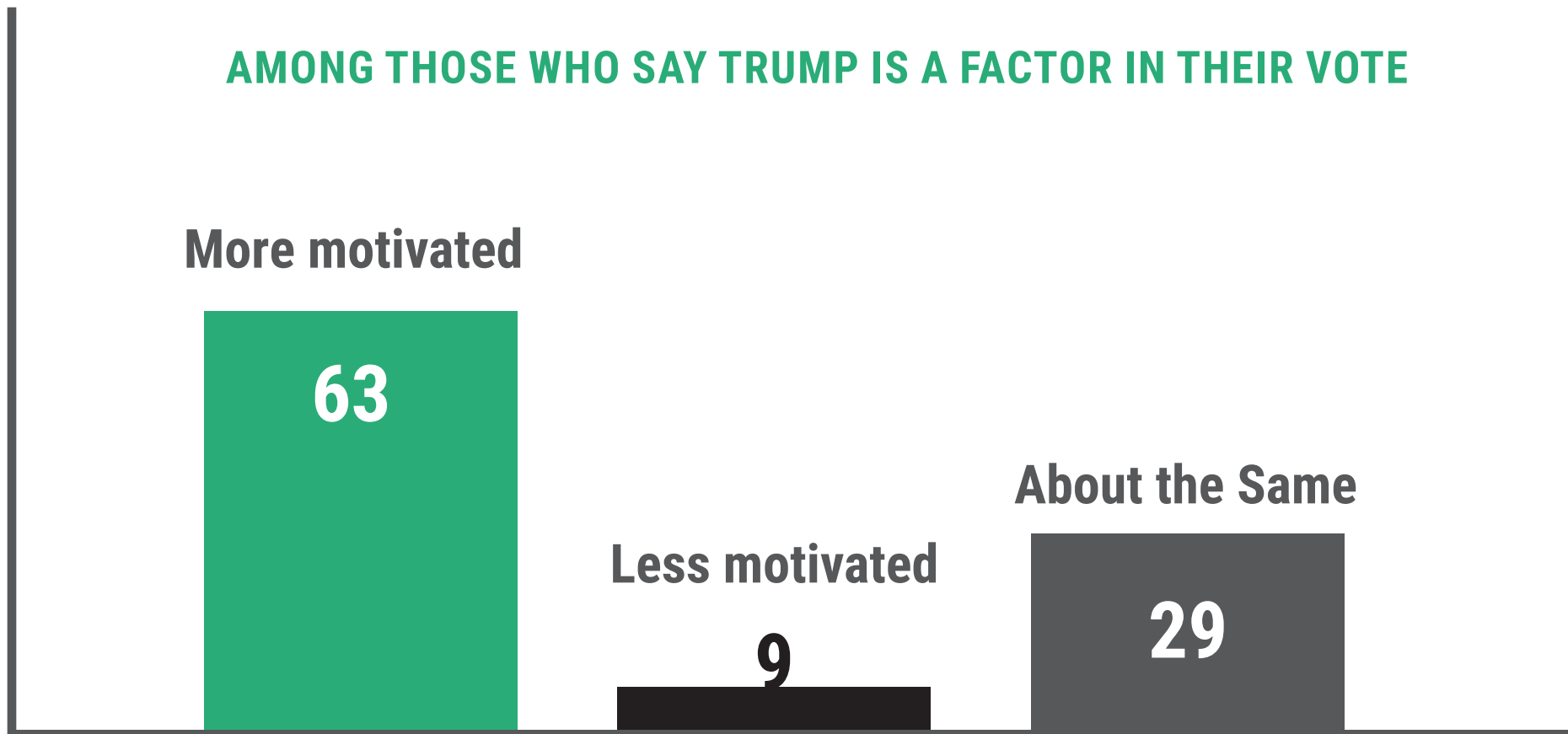
TRUMP UNIVERSALLY REVILED AMONG THIS AUDIENCE, MAJORITY SAY MAJOR FACTOR IN THEIR DECISION TO VOTE

How much of a factor is your opinion of Donald Trump in deciding whether or not to vote in 2018?



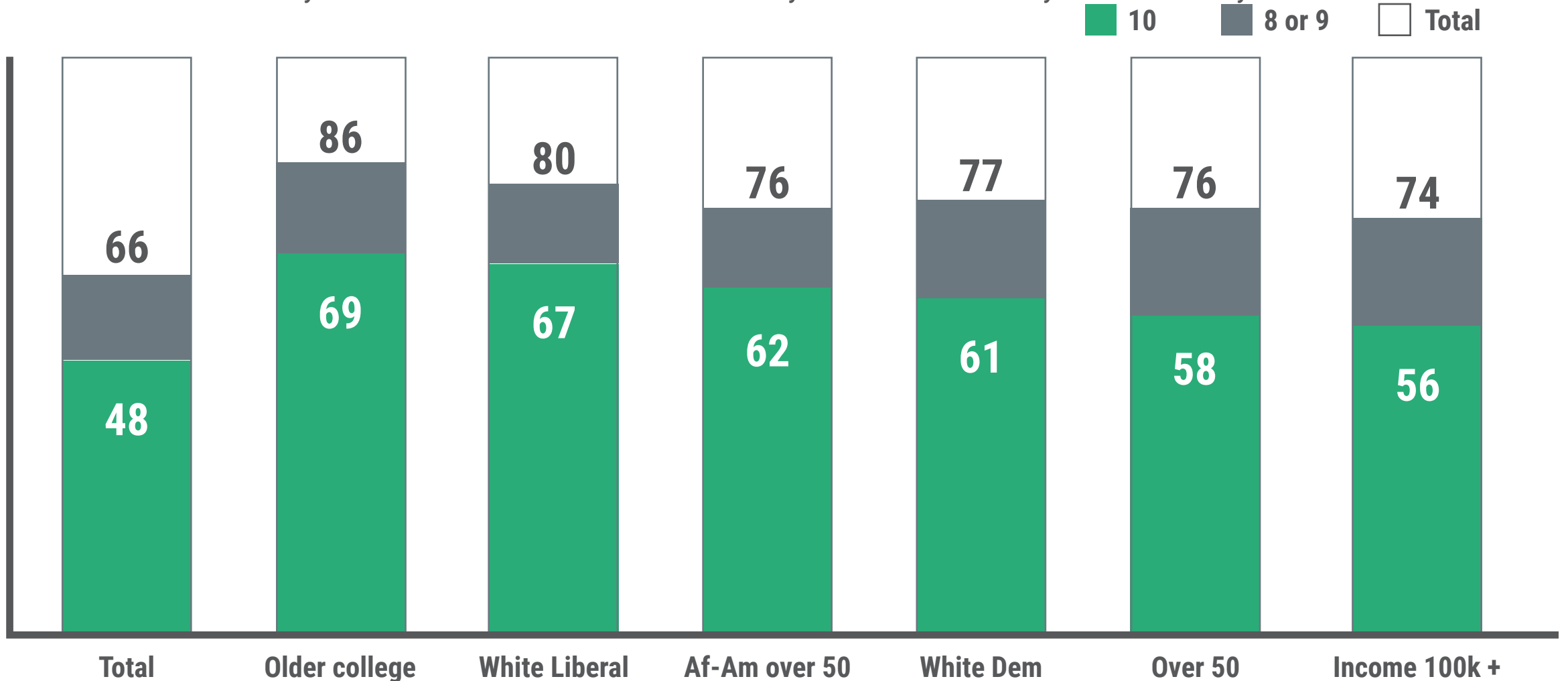
AMONG THOSE WHO CONSIDER TRUMP A FACTOR, MOTIVATION IS HIGHER THAN PREVIOUS YEARS

Compared to previous elections, do you feel more or less motivated to vote this year?



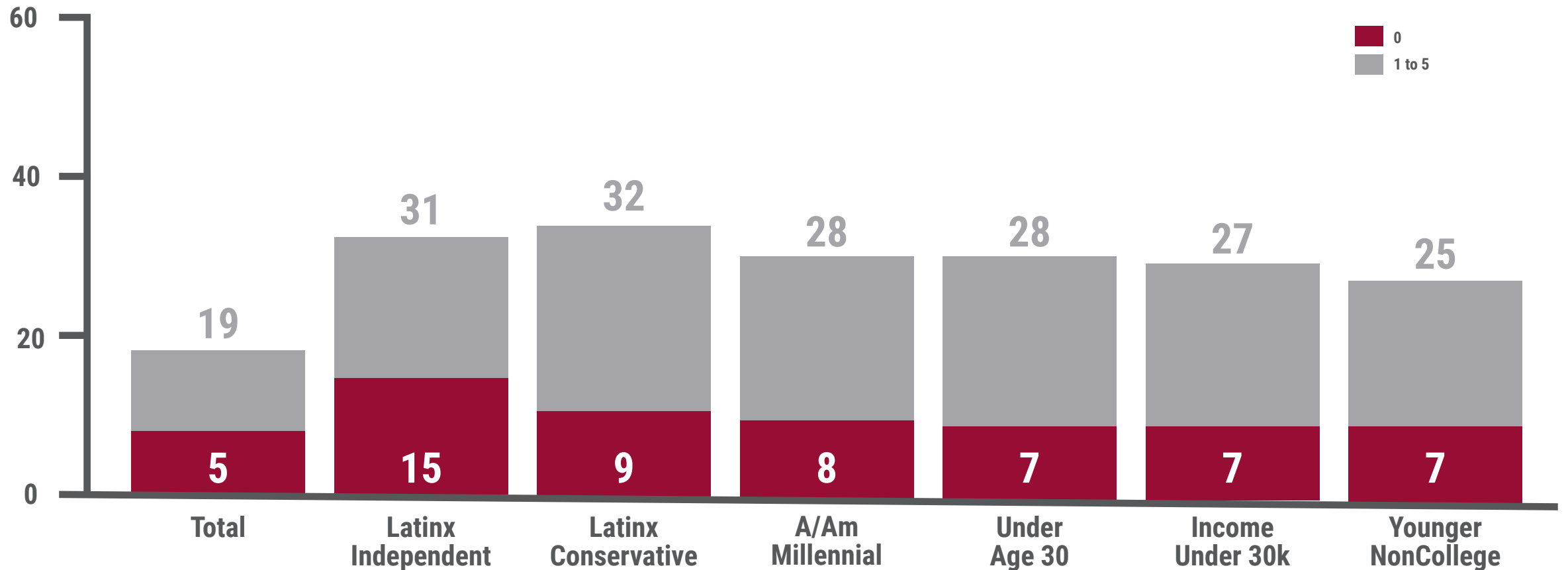
LIBERAL, OLDER AFRICAN AMERICANS, MORE AFFLUENT VOTERS MOST MOTIVATED TO VOTE AT THE OUTSET

Please rate your level of motivation to vote in the elections for U.S. Congress and other state and local offices in 2018, where zero means you're not at all motivated to vote this year and ten means you're extremely motivated to vote.



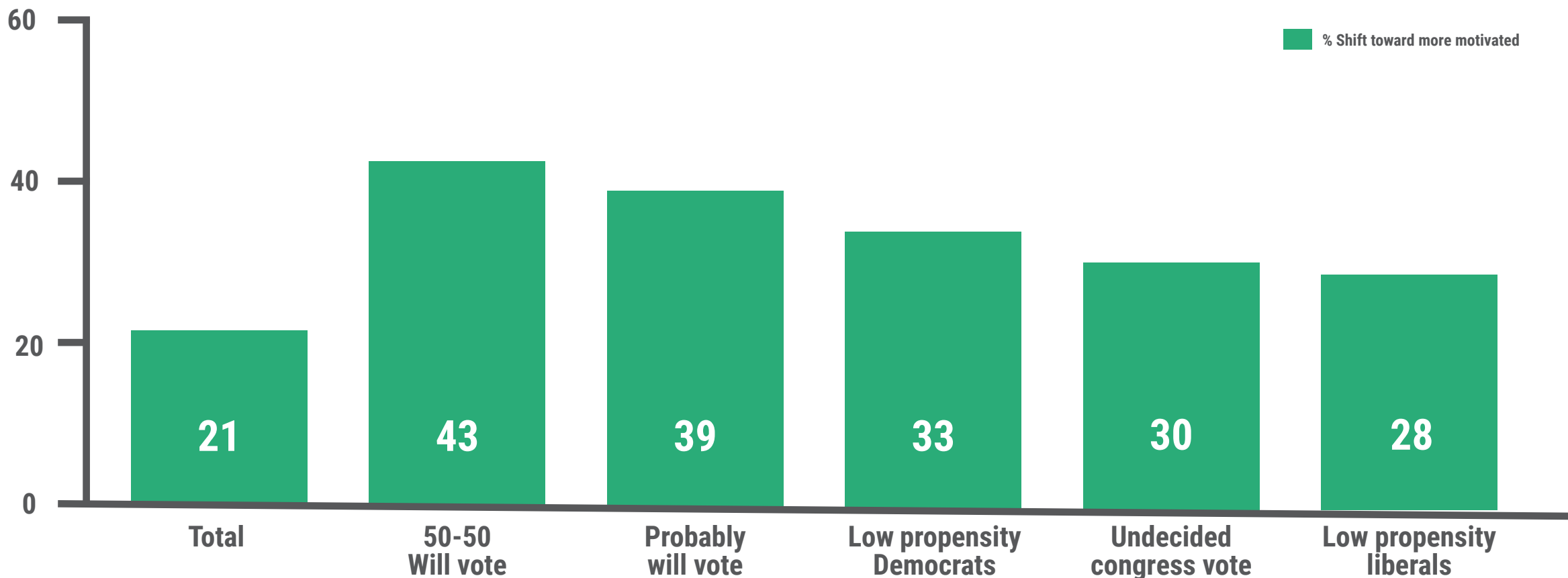
YOUNGER AND LOWER INCOME LESS MOTIVATED TO VOTE AT THE OUTSET

Please rate your level of motivation to vote in the elections for U.S. Congress and other state and local offices in 2018 where zero means you're not motivated to vote this year and ten means you're extremely motivated



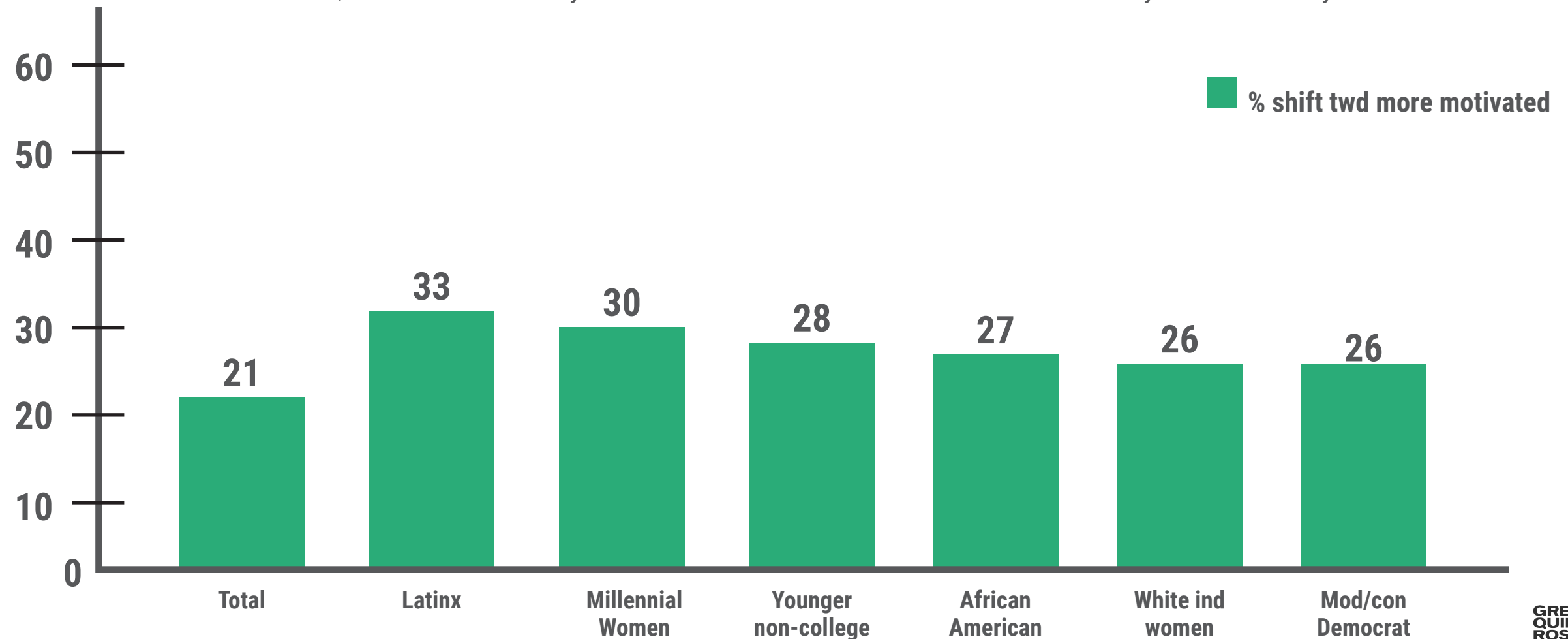
AFTER MESSAGING, UNLIKELY VOTERS SHIFT TOWARD MORE MOTIVATION

Thinking again, please rate your level of motivation to vote in the elections for U.S. Congress and other state and local offices on a scale of 0 to 10, where zero means you're not at all motivated to vote and ten means you're extremely motivated to vote.



LATINX, LOWER PROPENSITY, IDEOLOGICALLY MODERATE VOTERS DISPROPORTIONATELY SHIFT TOWARD MORE MOTIVATED

Thinking again, please rate your level of motivation to vote in the elections for U.S. Congress and other state and local offices on a scale of 0 to 10, where zero means you're not at all motivated to vote and ten means you're extremely motivated to vote.



AFRICAN AMERICAN, LATINX VOTERS WHO SHIFT TOWARD MORE MOTIVATED ARE YOUNGER, NON-COLLEGE GRADS

Latinx	% shift
Total	33
Non-college men	39
Conservative	37
Democrat	36
Under age 50	36

African American	% shift
Total	27
Conservative	33
Under age 50	31
Non-college men	31
Non-college women	30

Millennial	% shift
Total	27
Latinx women	41
African American	35
Latinx men	33
Liberal women	28

THREE IN 10 LOW-PROPENSITY VOTERS SHIFT TOWARD MORE MOTIVATED, PARTICULARLY LATINX VOTERS

Low propensity	% shift
Total	30
Latinx	37
African American	34
Democrats	33
Millennials	28

NARRATIVES

FULL TEXT OF NARRATIVES

(SPLIT)(IF AFRICAN AMERICAN IN RACETHN)(AA UNDER ATTACK) The African American community is under attack, not just from racists who feel emboldened by Trump's election, but from elected officials and their policies, including the President himself. African American voters like me need to get out and vote to protect our family, our friends, and our community.

(SPLIT)(IF AFRICAN AMERICAN IN RACETHN)(AA LISTEN) The African American community needs leaders who will stand up for racial justice, close the education gap and the wage gap, and focus on ending mass incarceration and police brutality. We need to get out and vote to elect leaders who will actually listen and work to undo the systems that try to keep us down.

(SPLIT)(IF HISPANIC IN RACETHN OR YES IN RACETHN2)(LX UNDER ATTACK) The Latino community is under attack, not just from racists who feel emboldened after Trump's election, but from elected officials and their policies, including the President himself. Latino voters like me need to get out and vote to protect our family, our friends, and our community.

(SPLIT)(FREEDOM-PROTECT) America was founded on freedom. That means freedom for all, not just for some. Whether it's the freedom to love who you want, the freedom of religion, the freedom to make decisions about our bodies, or the freedom to walk down the street without fear of harassment, discrimination, or even violence -- we need to get out and vote to protect these freedoms for all Americans.

(SPLIT)(IF HISPANIC IN RACETHN OR YES IN RACETHN2)(LX LISTEN) The Latino community needs leaders who will stand up for racial justice, close the education gap and the wage gap, and do the right thing to protect Dreamers and keep immigrant families together. We need to get out and vote to elect leaders who will actually listen and work to undo the systems that try to keep us down.

(COMMUNITIES UNDER ATTACK) As President, Donald Trump has relentlessly attacked Americans of all stripes -- including women, people of color, Muslims, immigrants, and LGBTQ people. Americans are under attack, yet the Republicans in Congress do nothing. We need to get out and vote this year to put new leaders in Congress who will stand up to Trump's attacks and protect our communities.

(SPLIT)(RIGGED) We need a country that works for the middle class and working families, not just the wealthy and big corporations. Though unemployment may be low, the cost of living is high, and too many people are living paycheck to paycheck. Trump and Republicans in Congress are making it more difficult for working people to negotiate better wages and benefits. We need to get out and vote to elect leaders who will boldly rewrite the rules of the economy so it works for working families and the middle class again.

FULL TEXT OF NARRATIVES

(NOT NORMAL) Americans are living in a state of uncertainty about the safety of our communities and the direction of our country. Our society is more divided than ever, the President tweets attacks on people and the press every day, and our government faces a new scandal almost every week. This is not normal. We need to get out and vote for leaders who will serve as a check on Trump's Administration and stop this chaos from becoming a way of life.

(CORRUPTION) Donald Trump promised he'd "drain the swamp," but now that he's in the White House, he's pushing the same corrupt policies that rigged the system against regular Americans. Rather than returning power to the people, Trump's family businesses are profiting from his presidency, and officials across his Administration are taking sweetheart deals from powerful corporate lobbyists. We need to get out and vote to elect real leaders who will stand up to Trump's Administration and put a stop to this corruption.

(NEW LEADERS) From young people speaking out about gun violence, to millions of Americans marching for women's rights and climate action, and thousands stepping up this year to run for office for the first time, more Americans are getting involved to help rebuild our democracy. We need to get out and vote to elect new leaders who will listen and stand up for our communities.

(SPLIT)(REVOLUTION) It's time for a revolution in our political and economic system, so it works for everyone and not just the richest few. Trump and Republicans in Congress aren't interested in changing the status quo because the current system works for them and their Wall Street friends. We need to get out and vote to elect new leaders who are committed to fighting for a democracy that works for all of us.

(WOMEN) This year, more women than ever are stepping up to run for office and speaking out to demand that women are treated as equal partners in society. We need to get out and vote to elect leaders who will defend the basic rights that are key to helping women and families thrive -- like women's ability to plan a family on their own terms, and equal pay for equal work.

(SPLIT)(FREEDOM-FIGHT) America was founded on freedom, but not everyone was free then. People of color, women, LGBT people, disabled individuals, and other marginalized groups have had to fight for the rights and freedoms they have today, and that fight still isn't over. We need to get out and vote this year to stop Republicans from rolling back the freedoms we have and keep fighting for the ones we don't.

FREEDOM, COMMUNITIES UNDER ATTACK AND RIGGED SYSTEM TEST BEST AMONG LOW PROPENSITY

Narrative (% rate 10 out of 10)	Total	Low-prop shift twd motivated	Low-prop Dem	Low-prop liberals	Low-prop millennials
(SPLIT) Freedom—Protect	47	53	56	61	42
Communities Under Attack	44	45	54	55	39
(SPLIT) Rigged	43	50	54	53	38
Not Normal	43	41	51	50	34
Corruption	43	44	50	53	35
New Leaders	41	41	49	51	35
(SPLIT) Revolution	40	40	47	55	36
Women	39	43	48	51	36
(SPLIT) Freedom—Fight	38	34	45	53	33

COMMUNITY SPECIFIC MESSAGES RESONATE FOR AFRICAN AMERICANS AND LATINX VOTERS

Narrative (% rate 10 out of 10)	Total	Total Af-Am	Low-prop Af-Am	Total Latinx	Dem Latinx	Low-prop Latinx
(SPLIT) Freedom–Protect	47	58	56	52	56	50
Communities Under Attack	44	62	57	48	60	50
(SPLIT) Rigged	43	64	62	51	63	51
Not Normal	43	55	50	45	59	44
Corruption	43	58	53	46	54	45
New Leaders	41	55	50	47	58	47
(SPLIT) Revolution	40	57	57	44	54	41
Women	39	55	51	46	56	44
(SPLIT) Freedom–Fight	38	59	56	44	56	43
(SPLIT) AA Under Attack		65	64	--	--	--
(SPLIT) AA Listen		60	54	--	--	--
(SPLIT) LX Under Attack				53	61	50
(SPLIT) LX Listen				46	57	48

IN RANKING NARRATIVES, VOTERS DRAWN TO RIGGED ECONOMY, FREEDOM & VULNERABLE COMMUNITIES

Narrative (% rank one of top two)	Total	Low-prop Dem	Low-prop shift twd motivated	Low-prop millennials	Low-prop AA	Low-prop Latinx
(SPLIT) Freedom–Protect Communities Under Attack	35	32	37	32	28	38
(SPLIT) Rigged Not Normal	27	27	27	26	20	20
Corruption	25	19	20	23	13	20
New Leaders	25	19	22	25	14	15
(SPLIT) Revolution	24	23	22	21	23	14
Women	23	28	20	22	23	21
(SPLIT) Freedom–Fight	22	24	28	27	24	22
(SPLIT) AA Under Attack	21	26	22	27	22	18
(SPLIT) AA Listen	--	--	--	--	40	--
(SPLIT) LX Under Attack	--	--	--	--	38	--
(SPLIT) LX Listen	--	--	--	--	--	26
	--	--	--	--	--	21

OVER A QUARTER OF VOTERS CITE CHANGE, NEW LEADERSHIP AND ENDING CHAOS AS REASON TO VOTE

In your own words, what would you say is the best reason to get out and vote this November?

	%		%
PRO DEM ISSUES/VALUES	50	CIVIC PARTICIPATION	24
Change	15	Voice your opinion	12
New leaders	12	Voting is a right/privilege/civic duty	11
Restore sanity/no chaos/corruption	12	Make a difference	3
Gov't for all Americans/middle class	7	ANTI TRUMP/GOP	21
Protect civil rights and freedom	6	Stop Donald Trump	10
Elect Democrats	4	Get Republicans out of office	6
Social issues	3	Impeach/get Trump out	5
Preserve democracy	2	General negative	2
Economic issues	2	PRO TRUMP/GOP	4
Treatment of minorities/women	1	Pro Republican control	3
		Pro Donald Trump	1

NEARLY HALF OF THOSE WHO BECOME MORE LIKELY TO VOTE CITE CHANGE, NEW LEADERSHIP, AND CORRUPTION

In your own words, what would you say is the best reason to get out and vote this November?

Among Shift Toward More Likely to Vote	%		%
PRO DEM ISSUES/VALUES	59	CIVIC PARTICIPATION	20
Change	20	Voice your opinion	12
New leaders	15	Voting is a right/privilege/civic duty	8
Restore sanity/no chaos/corruption	13	Make a difference	1
Gov't for all Americans/middle class	9	ANTI TRUMP/GOP	20
Protect civil rights and freedom	9	Stop Donald Trump	11
Elect Democrats	3	Get Republicans out of office	4
Social issues	4	Impeach/get Trump out	5
Preserve democracy	1	General negative	1
Economic issues	2	PRO TRUMP/GOP	4
Treatment of minorities/women	1	Pro Republican control	2
		Pro Donald Trump	2

COMMUNITIES UNDER ATTACK

In focus groups, voters express distress over the divisiveness and conflict in our current politics. Many are concerned about the racism, xenophobia, and homophobia that have been unleashed by Trump and his allies. For many the threat is tangible

Voters highlight Trump's relentless attacks and the need to put new leaders in congress to stand up to Trump and protect communities.

As President, Donald Trump has relentlessly attacked Americans of all stripes -- including women, people of color, Muslims, immigrants, and LGBTQ people. Americans are under attack, yet the Republicans in Congress do nothing. We need to get out and vote this year to put new leaders in Congress who will stand up to Trump's attacks and protect our communities.

COMMUNITIES UNDER ATTACK

Voters express distress over the divisiveness and conflict in our current politics. Many are especially concerned about the racism, xenophobia, and homophobia unleashed by Donald Trump and his Allies. For many, the threat is tangible. Voting is a way to protect people's families and communities.

Among African American and Latinx voters, this narrative is especially powerful, particularly with low-propensity African Americans (57 percent rate 10) and low-propensity Latinx voters (50 percent). That said, it is also a top message among white Democrats (60 percent), low-propensity voters who shift toward higher motivation (45 percent), and low-propensity millennials (39 percent).

Just under a quarter (23 percent) of voters say this is the most convincing reason to vote this November, but it pops with key targets including low-propensity liberals (31 percent) and low-propensity Democrats (28 percent).

In the heat map exercise, voters highlight Trump's relentless attacks, the need to put new leaders in Congress to stand up to Trump and protect communities.

FREEDOM-PROTECT

Freedom is a core American value that crosses partisan and ideological lines; these progressive voters believe one of the best things about being American is freedom—freedom of choice, self-determination, and so on.

Voters focus on freedom from harassment and discrimination, as well as protecting freedoms for all Americans.

America was founded on freedom. That means freedom for all, not just for some. Whether it's the freedom to love who you want, the freedom of religion, the freedom to make decisions about our bodies, or the freedom to walk down the street without fear of harassment, discrimination, or even violence—we need to get out and vote to protect these freedoms for all Americans.

FREEDOM-PROTECT

To make the language more accurate than the language we tested in our survey, we recommend the following modification, which removes the assertion that America was founded on freedom “for all”:

Protect Our Freedom

America values freedom. That should mean freedom for all, not just for some. Whether it’s the freedom to love who you want, the freedom of religion, the freedom to make decisions about our bodies, or the freedom to walk down the street without fear of harassment, discrimination, or even violence -- we need to get out and vote to protect these freedoms for all Americans.

FREEDOM – PROTECT

Freedom is a core American value that crosses partisan and ideological lines; these progressive voters believe that one of the best things about being American is freedom -- freedom of choice, self-determination, and so on.

Overall, 47 percent of voters say this is an extremely convincing reason to vote. Low-propensity voters are more likely to rate this narrative highly, especially low-propensity liberals (61 percent rate 10), Democrats (56 percent), African Americans (56 percent) and those who shift toward a higher level of motivation (53 percent).

Twenty-nine percent of voters say Freedom-Protect this is the most convincing reason to vote this year, with higher rankings among low-propensity voters who are less motivated (34 percent), low-propensity Latinx voters (32 percent), and low-propensity liberals (32 percent).

More than anything, voters highlight freedom from harassment and discrimination, and protecting freedoms for all Americans.

RIGGED

As we heard in the focus groups, voters are concerned about wages not keeping up with the rising cost of living—especially when it comes to health care—and feel the deck is stacked against them. This narrative speaks to voters' economic anxieties.

Voters hone in on mentions of working families, middle class, and rewriting the rules of the economy. Corporations, cost of living, and living paycheck to paycheck also stand out.

We need a country that works for the middle class and working families, not just the wealthy and big corporations. Though unemployment may be low, the cost of living is high, and too many people are living paycheck to paycheck. Trump and Republicans in Congress are making it more difficult for working people to negotiate better wages and benefits. We need to get out and vote to elect leaders who will boldly rewrite the rules of the economy so it works for working families and the middle class again.

RIGGED

Voters are concerned about their wages not keeping up with rising cost of living, especially when it comes to health care, and feel the deck is stacked against them. This narrative speaks to voters' economic anxieties, especially low-propensity voters who tend to be less affluent and economically secure.

Overall, 43 percent of voters rate this as an extremely convincing reason to vote; it rates higher among progressive-leaning low-propensity voters including African Americans (62 percent), Democrats (54 percent), liberals (53 percent), and Latinx voters (51 percent), as well as low-propensity voters who shift toward higher motivation (50 percent).

A 35 percent plurality says this is the most convincing reason to vote this year. Interest in this narrative spikes among low-propensity voters who initially rate their motivation to vote as less than 8 (41 percent), low-propensity voters who shift toward more motivation (37 percent), and low-propensity Latinx voters (38 percent).